

DESIGNED FOR BODY AND SOUL

Fibres That Make You *Feel Great*



**VILOFT®**  
A NEW DIMENSION OF COMFORT

**VISETA®**  
A GENTLE TOUCH OF NATURE

**Kelheim  
Fibres**

# VILOFT® and VISETA® Branded Fibres— *Tailored to Your Needs.*

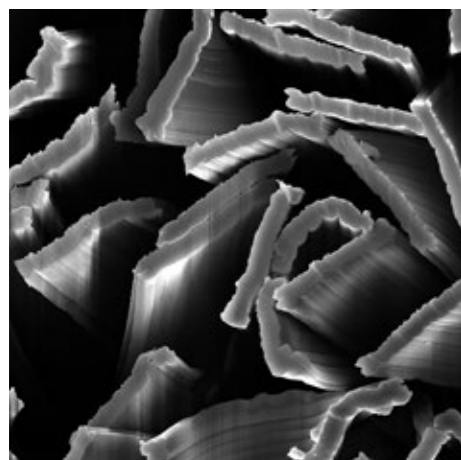
## ■ ENHANCE YOUR WELLBEING

Choose garments with our soft and comfortable fibres to enhance your wellbeing. From loungewear to denim or evening gowns, VILOFT® or VISETA® will guarantee exceptional wearing comfort.

## ■ ALONE OR IN BLENDS

VILOFT® and VISETA® can be used alone, but also blend beautifully with cotton, micromodal, and other fibres, creating almost unlimited fashion possibilities from comfortable loungewear to luxurious clothing.

## ■ COMBINING NATURE AND PERFORMANCE



### VILOFT® The Flat Fibre

- The world's first flat textile viscose fibre
- Excellent breathability and moisture management for a new dimension of comfort
- Dry and natural touch



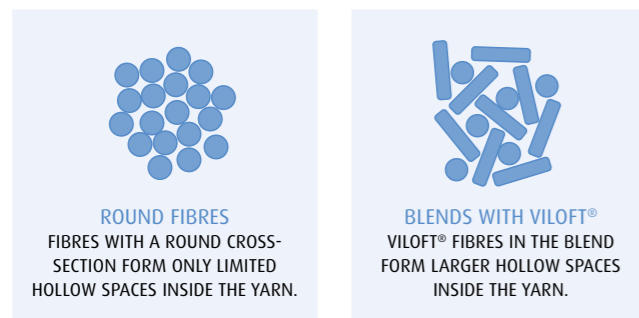
### VISETA® The Fine Fibre

- Microfibre category (0.9dtex)
- Perfect for exclusive lightweight fabrics
- Soft and gentle feeling on the skin
- Dry and luxurious touch, silk-like drape



# VILOFT®— *A New Dimension of Comfort*

After almost 100 years of producing round cellulose fibres, the creation of VILOFT® brought the world's first flat textile viscose fibre. The flat cross-section delivers flexibility in the fibres and increases their surface area. When spun into a yarn, VILOFT® fibres align in a random pattern and form hollow spaces filled with air.



Microscopic image of a yarn made of 100% VILOFT® with visible, large hollow spacing.

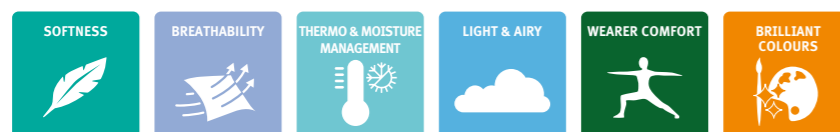
## VILOFT®— A New Dimension of Comfort

### ■ HOW IS COMFORT DEFINED?

Wellbeing depends on a multitude of material and immaterial factors that influence and shape our lives every day. Feeling comfortable gives us self-confidence and helps us successfully cope with the challenges and stresses of life. The clothes we put on our skin every day are a decisive factor in this —because comfort is not just a subjective feeling. Renowned German-based Hohenstein Textile Institute —a founding member of the OEKO-TEX® community,— has developed a method to measure comfort and tested our VILOFT® fibres:

- **69%** air inside VILOFT® yarn gives a light and airy feeling due to its hollow spacing
- VILOFT® fabrics show **20%** more breathability than the threshold for functional underwear
- **90%** better moisture absorbency than cotton fabrics, thus leaving a comfortable and dry feeling
- **40%** better thermal insulation value than cotton fabrics to keep you warm and cosy
- **20%** better thermophysiological wearer comfort than cotton fabrics\*

\*Tried and tested by German Hohenstein Textile Institute. The German Hohenstein Textile Institute defines thermophysiological wearer comfort from the levels of water vapour permeability, water vapour uptake and thermal insulation.



# VISETA®— *A Gentle Touch of Nature*



Beyond the boundaries of nature —but still natural. For more than 5,000 years, silk was the finest natural fibre available—until man-made fibres were invented. VISETA® is a cellulosic textile fibre, engineered to go beyond what is possible in nature which is even finer than silk. This delivers supernatural comfort with a fibre of natural origin. VISETA® closes the gap between the advance of technology and ecological consciousness.

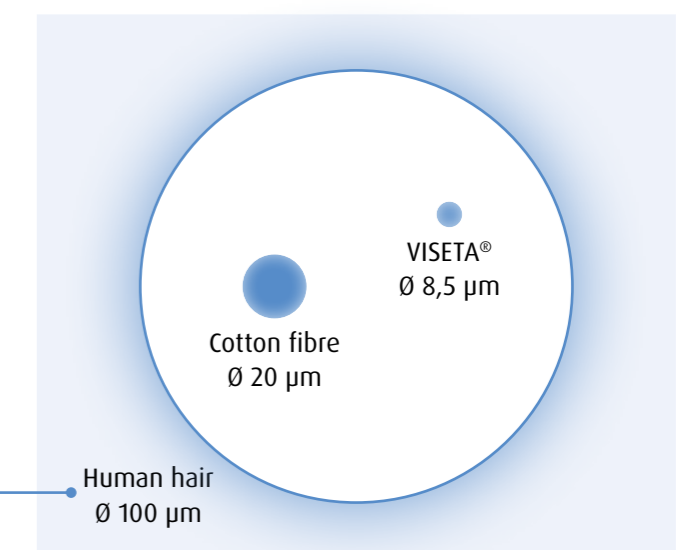
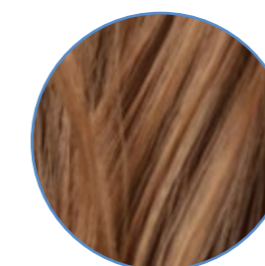


Microscopic image of a yarn made of 100% VISETA® with fine and dense fibre spacing.

## VISETA®— A Fine and Luxurious Fibre

### ■ A FINE AFFAIR

Compared to cotton, almost three times as many VISETA® fibres form a yarn of the same count. This reduces the stiffness of the yarn leading to additional softness and creates a smoother yarn surface which delivers a luxurious fine and dry touch. Due to the increased fibre surface area, the capillary action and the moisture-wicking effect is also improved.



# VILOFT® and VISETA® – *To Support A Healthy and Sustainable Lifestyle*

## ■ PLANT-BASED FIBRES

The basis of the viscose fibres we produce in Kelheim is cellulose, which is a major constituent of the renewable raw material wood. We source cellulose either from sustainably managed plantations — which are reforested after harvesting, — or from forest residues from European natural forests. Kelheim Fibres was awarded a dark green/green shirt in Canopy's 2022 Hot Button Report, which not only stands for responsible raw material sourcing but also is an overall sustainability indicator for viscose fibre producers. Our fibres also do not contain animal products.

## ■ MADE IN GERMANY

All of our fibres are exclusively produced in Germany, in compliance with strict German environmental legislation. Our closed-loop philosophy and energy-efficient plant operation help to save valuable resources. Kelheim Fibres is the first viscose manufacturer worldwide with an EMAS-validated environmental management system, ensuring eco-friendly production and transparency. We work closely with our like-minded partners along the value chain to create sustainable textile products that enhance the consumers' wellbeing.

## ■ BIODEGRADABILITY & CIRCULARITY

Our bio-based cellulose fibres offer a clean alternative to synthetic materials since our fibres are completely biodegradable in water and soil. We are also diligently developing our viscose fibres using next-generation raw materials, such as post-industrial or post-consumer waste, as part of our ongoing efforts to implement closed-loop processes.

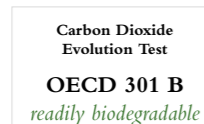
## ■ SUPPLY CHAIN TRANSPARENCY

VILOFT® and VISETA® are registered with TextileGenesis™, an award-winning traceability platform that creates radical transparency from fibre-to-retail and ensures the authenticity and provenance of sustainable textiles against generics. TextileGenesis™ uses blockchain technology to track and verify the use of sustainable fibres the entire way from fibre to garment. A digital fibercoin™ ensures transparency and reliability throughout the entire production line and beyond.

## ■ OUR BRANDING PROGRAMME

Our branding programme supports you in communicating the benefits of VILOFT® and VISETA® to the consumer. We offer free hang tags, a consumer website and the use of our brand name for any promotional materials needed.

For more information, please visit us at:  
[www.kelheim-fibres.com](http://www.kelheim-fibres.com)



BEHIND THE FIBRES

# Kelheim Fibres

The highest quality is created where experience and innovation meet. We have been operating as a medium-sized company in Kelheim for more than 85 years. This testifies to a wealth of experience, yet at the same time, we always focus on the future.

We are proud that over the years, we have been a major driver of innovation in our industry, and we continue to be so. Our approach to open innovation pulls together expertise from all along the value chain. Combining passion and an innovative spirit, we develop future-oriented concepts that make a positive contribution to the textile industry.



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